



CAMELBACK RESORT'S NEW LODGE & INDOOR WATERPARK ENHANCES WINTER ADVENTURE for POCONO VISITORS

TANNERSVILLE, PA – Completion of the \$163 million Camelback Lodge & Aquatopia Indoor Waterpark, the Northeast's biggest indoor waterpark changes the way guests to the Poconos will enjoy family ski trips this winter. The new lodge and indoor waterpark is a game changer, not only for Camelback Resort, but quite possibly for the entire ski industry.

Camelback Lodge & Aquatopia Indoor Waterpark is the largest single expenditure in the 52-year history of Camelback Resort, and the largest national ski resort improvement in 2015. Located in the Pocono Mountains, with its close proximity to New York City and Philadelphia, Camelback serves as an important feeder resort to larger Western ski areas. In 2014, Camelback was the recipient of the industry's coveted "Conversion Cup" from the National Ski Area Association for converting beginners to lifetime snowsports enthusiasts.

For Camelback Resort owners Arthur Berry III and Ken Ellis, Camelback Lodge is a nearly two decades old dream come true. Long-time friends and Camelback Resort co-owners, Berry and Ellis, who is also the President and CEO of Aquatic Development Group, the lead designer and builder of Aquatopia, envisioned developing an indoor waterpark resort since their college years. After years of research and planning, they purchased Camelback Resort in 2005 with the plan to one-day transform the seasonal, day-trip winter ski and summer outdoor waterpark attraction into a year-round, overnight destination.

"Many winter enthusiasts in the New York and surrounding markets learned to ski and snowboard at Camelback. We are close, convenient and affordable," said Arthur Berry III, co-owner of Camelback Resort. "This season, thousands of kids and adults will learn to ski here, even more than in years past, since they can now stay overnight and spend more time on the mountain, and also play in the indoor waterpark. This impacts not just Camelback Resort, but the entire ski industry as we welcome more families and convert more beginners into lifetime ski enthusiasts."

Under the ownership of Berry and Ellis, Camelback Resort's operations have expanded to offer world-recognized terrain-based learning programs; the snowtubing park has expanded and is now the largest in the country; new slides and attractions have been added to Camelbeach Waterpark, which is the largest outdoor waterpark in Pennsylvania; and Camelback Mountain Adventures was introduced, offering ziplines, multiple tree-tops courses and a steel Mountain Coaster. Now, after almost two years of construction, their dream of building a mountain-based indoor waterpark hotel



TANNERSVILLE, PA – Camelback Ski Resort is a great place for families, with 34 trails and 16 lifts including two high-speed quads. For beginners, their learning programs are award winning while skiers and non-skiers alike enjoy the biggest snow-tubing park in the country.

Camelback Lodge has 453 suites for every size family, a ski-in/ski-out restaurant with valet service for equipment, and other eateries and restaurants. The huge Aquatopia Indoor Waterpark includes 13 waterslides, seven pools and a Bombora® FlowRider.

Photo courtesy of Camelback Ski Resort

is complete. Families living in the Tri-State area can be slope-side in less than two hours and spend several days enjoying a myriad of seasonal and year-round amenities, indoor and out, that appeal to skiers and non-skiers alike.

Camelback Resort is like no other winter resort in the region, and approximately 1.6 million guests are expected to pass through the gates in 2016.

The new Camelback Lodge features 453 guest suites; three restaurants, including the ski-in/ski-out Trails End Pub & Grille; multiple bars and eateries; adult and kid spas; an indoor adventure center and the colossal 125,000-square-foot Aquatopia Indoor Waterpark. Combining waterpark fan favorites with several never-before-seen attractions, Aquatopia offers seven pools, 13 waterslides and a multitude of thrilling water features, and was voted the No. 1 indoor waterpark in the U.S. by USA TODAY's "10 Best Readers' Choice" poll. Aquatopia is exclusive to guests staying at Camelback Lodge, but many of the amenities, including restaurants, spas, arcade and dry adventure, including mini golf, laser maze and rock climbing walls, are open to the public.

Ownership Background

Camelback Resort and Camelbeach Waterpark co-owners Arthur Berry III and Aquatic Development Group CEO Ken Ellis first met on the Saratoga, N.Y., campus of Skidmore College in 1982. Through their friendship and common vision to bring fun to their family and friends, they purchased Camelback Resort in June 2005. Berry and Ellis have built on the rich history of Camelback Resort. On May 1, 2015, after nearly two years of construction, Berry and Ellis opened the doors to Camelback Lodge & Aquatopia Indoor Waterpark, offering a mountain-based indoor waterpark hotel and changing Camelback Resort from a seasonal day trip, to an overnight, year-round destination.

Camelback Lodge & Aquatopia Indoor Waterpark was built in partnership and is co-managed by Stand Rock Hospitality. Comprised of four partners with a long legacy in the indoor and outdoor waterpark and entertainment industry, Pete Helland Jr., Pat Helland, Tim Lucke and Tim Gantz, and are no strangers to grand-scale waterpark resorts. Hailing from Wisconsin Dells, Wis., the "Waterpark Capital of the World," each partner brings substantial experience, to the project.

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For more information about Camelback Resort or to make a reservation, call 1-855-515-1283.

To explore Camelback Resort and learn more about Camelback Mountain Snow Tubing, Camelback Ski Resort or Camelback Lodge and Aquatopia Indoor Water Park, please visit www.CamelbackResort.com



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